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ABSTRACT

A report is given of a Northeast Ohio recruitment project to develop and test methods and material for use in sparking interest in library science among college upperclassmen and graduates looking for new careers. Two of the approaches utilized are: (1) counseling of individuals attracted to library careers and (2) mass publicity via direct mail, coded college newspaper ads and contact with individuals through appropriate groups and organizations. The advantages of the counseling approach are: (1) the individual attention given each person, (2) the easy follow-up on contacts and (3) the simplified methods of recruitment. Disadvantages of the counseling approach include: (1) the lack of participation of librarians and library schools in counseling and (2) the undue amount of time spent on a limited aspect of the project. The advantages of the mass publicity approach are: (1) wider audiences are covered in changing the general public's image of the stuffy librarian and (2) greater involvement is undertaken by the practicing librarian in the recruitment project. The liabilities of the mass publicity approach include: (1) fine points of the library profession are overlooked, (2) opportunity for follow-up on individuals is hampered and (3) it is more difficult to pinpoint the campaign on actual potential recruits. Certain numbered exhibits contained in the original document were not reproducible due to copyright or minimal legibility. (MF)

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LIBRARY CAREERS PROJECT

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To The

CUYAHOGA COUNTY PUBLIC LIBRARY

ANNUAL REPORT

SEPTEMBER 1967 to AUGUST 1968

LI 002057

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Note: See next page for Exhibits omitted from copy reproduced. [ERIC/CLIS note]

NOTE: THE FOLLOWING EXHIBITS CONTAINED COPYRIGHTED MATERIAL OR WERE NOT REPRODUCIBLE BECAUSE OF MARGINAL LEGIBILITY OF THE COPY RECIEVED:

Exhibit 4- "County Library Gets $44,900 U.S. Grant." Newspaper article from The Plain Dealer, Sept. 14, 1967. (Cleveland, Ohio)

Exhibit 8a- "Meet Librarians at Booth 54." Newspaper article from The Plain Dealer, Sept. 6, 1967. (Cleveland, Ohio)

Exhibit 8b- "County Library Gets $44,900 U.S. Grant." Newspaper article from The Plain Dealer, Sept. 14, 1967. (Cleveland, Ohio)

"Library Gets U.S. Aid." Newspaper article from the Telegraph, Sept. 14, 1967. (Painesville, Ohio)

Exhibit 8c- 3 newspaper articles- Titles illegible

Exhibit 8d- 4 newspaper articles- Titles illegible

Exhibit 8e- "Mrs. Geib Appointed Coordinator of Library Project." Newspaper article from the Royalton Recorder, October 5, 1967. (Cleveland, Ohio)

"Librarians Search for "LSD" (Degrees)." Newspaper article from The Cleveland Press, October 5, 1967. (Cleveland, Ohio)

Exhibit 8f- Weathervane, November 1967, p. 2

Exhibit 8g- Wilson Library Bulletin, November 1967

Exhibit 12- "Her Secret Is Out - - She's a 'Retread'." Newspaper article from Medina County Gazette, January 18, 1968

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INTRODUCTION

The purpose of this project was to develop and test methods and materials for use in recruiting potential leaders to the library profession as students for library school from among upperclass college students and college graduates interested in a second career. The following twelve counties of Northeast Ohio were chosen for this pilot project: Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull, and Wayne.

Techniques to be used included direct mail, coded college newspaper ads and contacts with individuals through appropriate groups and organizations.

In general, the project developed three characteristics during its first year.

1. It generated an esprit d'corps and genuine enthusiasm among professional librarians and other library workers. Even though there was more information and enthusiasm flowing from the project to librarians than vice versa, renewed pride developed among librarians.
2. The programming and productions of the project were created in a sometimes amateurish, disorganized whirl of confusion. The results were original, effective, and contemporary;and offered a fresh approach to the profession and recruiting.
3. No idea which was tried during the year was exploited fully which permitted time for a greater variety of experimentation. Many ideas were recorded but not tried at all.

Due to personnel changes during the year there was more experimentation in approaches to the project than would have been possible otherwise.

One approach emphasized counseling of individuals attracted to Library Careers. The advantages of this approach were: the personal attention given each person; the easy follow-up on contacts; and the simplified methods of recruitment. Disadvantages included the lack of participation of librarians and library schools in counseling and the undue amount of time spent on a limited aspect of the project.

The second approach emphasized mass publicity to reshape the librarian image into a modern swinging professional, and the use of practicing librarians as recruiters. The advantages were to counteract the general public's image of the stuffy librarian, and to involve the whole profession directly in the project. Liabilities were: fine points of the profession were overlooked; opportunity for follow-up on individuals was hampered; and it was more difficult to pin point campaign on actual potential recruits.

The librarian-directors of the project gave free rein to the non-librarian Coordinator. This allowed an objective approach to the profession, a freshness in materials and the opportunity to have a non-librarian speak to non-librarians. The Coordinator speaking to librarians did create some alienation of old-guard professionals who were not prepared for the new image of a librarian. The directors were lax in holding to deadlines and maintaining control over priorities.

The project's activities have had a national impact on library recruiting methods and techniques.

PROJECT PERSONNEL

Name	Title	Dates of Employment	Salary	
Mrs. George Geib	Coordinator	8-14-67 to 11-6-67	8-14-67 9-1-67	$7,200 8,468
Mrs. Virginia O'Keefe	Publicist	9-1-67 to 9-26-67	9-1-67	7,738
Miss Catharine Uhle	Secy/Office Mgr. Asst. Coordinator	9-5-67 to 11-5-68 11-6-67 to 3-25-68	9-5-67 11-16-67 1-1-68	5,486 6,734 6,734
Mr. John M. Cloud	Publicist Coordinator	11-1-67 to 11-5-67 11-6-67 to present	11-1-67 11-16-67 1-1-68	7,738 8,821 8,821
Mrs. Beatrice J. Ednie	Secy/Office Mgr.	12-1-67 to present	11-16-67 1-1-68 6-1-68	4,995 4,995 5,161
Mrs. Alice Aiello	Co-Director		CCPL contribution	
Mrs. Gloria Teel	Co-Director		CPL contribution	

THE STEERING COMMITTEE

Person	Library	County
Jessica Melton	Western Reserve Library School	Cuyahoga
Marjorie Cochran	Warren Public	Trumbull
Sarah I. Cody	Cleveland Hts.-Univ. Hts.	Cuyahoga
Robert H. Donahugh	Youngstown	Mahoning
Eloise Grant	Special Libraries Assoc.	Cuyahoga
Robert E. Hazeltine	Ashtabula	Ashtabula
Thelma Knerr	Parma School District	Cuyahoga
Guy A. Marco - Dean	Kent Library School	Portage
Helen K. Merritt	Burton-Troy	Geauga
Ronald Tollafield	Akron	Summit
Donald J. Sager	Elyria	Lorain
Jesse Shera - Dean	Western Reserve Library School	Cuyahoga
Dorothy Smucker	Orrville Board of Trustees	Wayne
Alice E. Wright	Morley - Painesville	Lake

Meetings

August 16, 1967

Members in attendance -- Mrs. Melton, Miss Cody, Miss Morris (for Miss Grant), Mrs. Knerr, Dr. Marco, Miss Wright, Miss Ormsby (Community Relations - Cuyahoga County Public Library), Mrs. Teel, Mrs. Aiello, Mrs. Geib.

Agenda -- A discussion of approach was held and emphasis was on appealing to the young and using "cool" techniques. Dr. Marco defined and illustrated what cool meant.

LOCAL FUNDS PLEDGED TO PROJECT 1967-1968

	Pledged	Disbursed
Office Space	3,000.00	3,000.00
Time of Co-Directors	7,000.00	3,874.44
	10,000.00	6,874.44
Clerical	2,400.00	2,400.00
Time given by libraries for Speakers Bureau	2,400.00	220.00
Advisory time by library staffs	300.00	1,352.28
Libraries assistance in designing brochures	3,500.00	7,858.63
Travel & mileage	2,500.00	380.40
Supplies	1,000.00	1,577.20
Career Day expenses	500.00	---
Library School brochures	4,800.00	3,005.00
Library Schools career days	250.00	---
Library Schools Workshops for speakers	1,200.00	675.00
	28,850.00	24,342.95

September 15, 1967

Members in attendance -- Miss Vormelker (for Dr. Guy Marco), Miss Wright, Mr. Hazeltine, Miss Nelson (for Miss Cody), Mrs. Matthews, Mrs. Smucker, Mr. Tollafield, Mr. Bender (Young Librarians Assoc.), Mrs. Teel, Mrs. Aiello, Mrs. Geib, Mrs. O'Keefe, Miss Uhle.

Agenda -- A film and spot announcements, produced by William W. Matthews & Company, Inc., were shown and discussed. The committee liked the films but favored our attempting something better.

October 12, 1967

Members in attendance -- Meeting at O.L.A. - 75 attended.

Agenda -- A special meeting was held for all librarians from the 12 county area who were in attendance at O.L.A. The co-directors presented the project and tried to work up enthusiasm on the part of librarians for their role in carrying out its goals.

February 1, 1968

Members in attendance -- Mrs. Aiello, Mrs. Teel, Mr. Cloud, Miss Uhle, Mrs. Ednie, Mr. Sager, Miss Boyter (for Miss Wright), Miss Gail (Cuyahoga County Recruitment Committee Chairman), Miss Cody, Miss Ramisch, Mr. Naylor (Cuyahoga County Director), Mr. Tollafield.

Agenda -- Introduction of "Elsie", bus posters, report on New York trip to investigate recruiting movie, discussion of Library Technicians Course, booth at Cuyahoga County Fair.

March 7, 1968

Members in attendance -- Mrs. Aiello, Mrs. Teel, Mr. Cloud, Mrs. Ednie, Mr. Gardner (replaced Mrs. Melton), Miss Cochran, Miss Cody, Mr. Donahugh, Miss Grant, Dr. Marco, Miss Bassett (for Miss Merritt), Mr. Sager, Miss Wright, Miss Ramisch.

Agenda -- Presentation of first college newsletter, "Elsie" buttons, bus poster to be used on bookmobiles, etc., visits to college librarians, speakers bureau, discussion on what to tell people who inquire about Elsie.

June 4, 1968

Members in attendance -- Mrs. Teel, Mr. Cloud, Mrs. Ednie, Miss Hammond (John Carroll University Library), Mr. Sager, Dr. Marco, Miss Boyter (for Miss Wright), Mrs. Melton, Mrs. Matthews, Miss Nelson (for Miss Cody), Mr. Tollafield.

Agenda -- Report on Elsie campaign, discussion of effectiveness of picture newsletters, presentation of Elsie pictures, lay-out for first side of kiosk, ads for professional magazines, NEOTA recruitment program.

July 12, 1968

Members in attendance -- Mrs. Aiello, Mrs. Teel, Mr. Cloud, Mrs. Ednie, Mr. Sager, Miss Dolezal (Cleveland Public Library), Mr. Donahugh, Miss Boyter (for Miss Wright), Miss Ramisch, Miss Cody, Mrs. Knerr.

Agenda -- Film "The Medium is the Massage", discussion of film and how it could be applied to recruitment, Eric McLuhan for O.L.A., kiosk display (remaining 7 sides), Cuyahoga County Fair booth slide and tape show, Young Glory Festival, Plain Dealer Book Festival.

August 15, 1968

Members in attendance -- Mrs. Aiello, Mrs. Teel, Mr. Cloud, Dr. Shera, Miss Cody, Mr. Willson (for Mr. Sager), Miss Springman (Cleveland Public Library), Miss Grant, Miss Wright, Miss Merritt, Miss Ramisch.

Agenda -- Discussion and evaluation of the first year of the project. Suggestions for new approaches and ideas for the second year.

February 13, 1968

Brainstorming Session to plan displays.

In attendance -- Dean Shera, Assoc, Dean Goldwyn, Coordinator of Nursing Careers and a selected group of imaginative librarians invited by project staff. Mrs. Teel, Mrs. Aiello and Mr. Cloud conducted the meeting.

Purpose:

The Steering Committee developed as an outgrowth of the committee to organize the project. Its purpose was to advise, react and serve as a channel of communication with the participating counties.

Evaluation:

Toward the end of the year, reactions were offered by committee members. Earlier the project staff described what was being done and received little comment in return.

Advice was offered infrequently and chiefly came from the two Library Schools. They both felt not enough was being done to tailor materials to the intellectually elite or to uphold a certain "dignity" of the profession.

Often the project requested help from the Steering Committee but responsibility and procedures for reporting to the project were not clearly defined.

The coordinator chaired the meetings of the Steering Committee. The inevitable communications gap between non-librarian and librarian was evident in the meetings.

THE LIBRARY SCHOOLS

The library schools pledged seven areas of cooperation to the project.

1. "Prepare brief brochures presenting their entrance requirements, admission procedures, tuition and fee information."

   The project prepared the Fact Sheet for Future Librarians from information provided by the library schools. Each library published a new catalog during the year.

2. "Tabulate information on applicants to library school and students directed to the school by the project."

   Incomplete results.

3. "Sponsor orientation workshops" for the speakers bureau.

   One workshop was held in April sponsored by L.C. with the cooperation of the library schools. The workshop was held at Kent State University and was attended by approximately 55 librarians. A kit, also furnished by L.C., was distributed to the speakers and the discussion centered on the use of the kit and the materials in it. As the publicity on the Speakers Bureau has not been distributed, the effectiveness of the workshop cannot be evaluated at this time.

4. Continue their annual career day programs and coordinate them with the project.

Case Western Reserve Library School alumni association cancelled their annual program for high school and college guidance counselors after Library Careers had contributed to the original planning for such a program. A letter of invitation was submitted by the project as per agreement and five meetings were held with the alumni association secretary who was coordinating the program. The Project did address, stuff and mail the invitations, before the program was cancelled.

5. "Work with the Placement Bureaus and Sociology Departments to accumulate data from the first year of the Project; tabulate, analyze and evaluate the statistics for a report to be used as a guide for future projects."

   Incomplete results.

6. "Work toward providing increased numbers and amounts for scholarships."

   The Project was not asked for assistance in this policy area.

7. "Develop ways to insure the continuation of recruitment in the project area."

   Staff of both library schools have stated an interest in the future of recruitment.

The faculty of both schools has stated that they would prefer the project to be more selective in its methods. They have suggested that the project stipulate that only superior students should apply.

Dr. Marco, Dean of Kent State Library School, reported the case of a "65 year old grandmother who was motivated by the project to apply for library school and was angry because she could not get admitted". Whereas the library school felt this was distressing, project staff felt it was a tribute to the effectiveness of the program.

The library schools have been the subject of complaints to the project office. The most frequent complaint is that of "selective" flexibility of admission standards for some students. The project received calls from several librarians mentioning that one student was admitted without a certain required subject and another was rejected because he lacked that subject. An officer of the O.L.A. reported that a recruit was referred to the University of Utah for correspondence courses because the school was full. In all cases, those voicing complaints were referred to the admissions officer of the particular school.

Evaluation: Participation by the library schools has been excellent. The project staff feels that much of the disagreement which has arisen between the project and the library schools has been based on personal preference in style and approaches to promotion techniques and not on the need for recruitment.

MATERIALS DEVELOPED

For the Public

1. Calling Card - Two
2. Class Schedule Cards
3. College Brochures - Two
4. They Are Librarians
5. Kiosk
6. Questionnaire for college students

For the Librarian

1. Newsletter
2. Speakers Kit
3. Fact Sheet on Library Schools
4. Inquiry form for librarians and personnel managers
5. Library Careers buttons for speakers and representatives
6. Guide for L.C. Recruitment Committees
7. Workshop on Displays

For the Public

1. Calling Card - Two (1) needed for Book Festival
   (2) attempt to improve on first

   Quantity printed-5,000 On hand-100

   Purpose: a. to say what librarians do in a matter of fact statement.

   b. to provide librarians with something to give contacts.

   Distribution: a. Book Festival

   b. O.L.A. - O.A.S.L.

   c. To all libraries in area

Evaluation: The idea of a small-sized information piece which simply stated what librarians do was in demand. The first blue and white card was designed without professional advice in a two week period to meet the deadline of the Plain Dealer Book Festival. The second was designed by a library artist and was based on an idea of the project staff to incorporate want ads. The idea of the staff and the artist's interpretation were not completely satisfactorily synchronized. The third *elaborated on the theme and incorporated the speakers bureau request form. This was designed by a direct-mail advertising company. In this card the small size was sacrificed and a tongue-in-cheek tone added to the content.

2. Class Schedule Cards

Quantity printed-45,000 On hand-10,000

Purpose: to provide useful give aways to college students incorporating a schedule card to fill in and information about librarianship.

Distribution: left with 12 college librarians.

Evaluation: The cards are an attractive, appealing and practical idea. College librarians were depended upon completely and there was no built-in method of follow-up.

3. College Brochures - Two

Quantity printed-55,200 On hand-20,000

* They Are Librarians

Purpose: to illustrate one idea in a McLuhan "cool" style about librarianship in each issue:

a. to counteract the outmoded image of the librarian in one,

b. social influence of the profession in the other.

Distribution: Give-away in college libraries, dormitories and student unions, and at public libraries and meetings.

Evaluation: The staff is proudest of its brochures, but has no way of knowing if they are effective. The American Library Association inquired about purchasing in quantity these two products. An offer to permit A.L.A. to reproduce with a credit line, at no charge, has been submitted. In the very first steering committee's meeting, the tone for the "cool" approach was set. The newsletters, more than any other publication of the project, reflect this style. Because they are "cool", no request for follow-up is included on the pieces.

4. They Are Librarians

Quantity printed-50,000 On hand-50,000

Purpose: a. to improve on the calling card.

b. to provide a brochure on the profession for O.L.A. distribution.

c. to inform about and advertise for the O.L.A.-L.C. Speakers Bureau.

Distribution: all libraries of Ohio.

5. Kiosk -- In process

Purpose: portable, flexible exhibit for use in libraries and at appropriate conventions and meetings.

6. Questionnaire for college students

Quantity printed-200 On hand-0

Purpose: to gather statistics from potential recruits.

Distribution: every group meeting on Library Careers.

For the Librarian

1. Project Newsletter

Quantity: monthly December to June

Purpose: to inform librarians about the activities of the project; to generate enthusiasm and good humor about Library Careers; to galvanize librarians to participate in project activities.

Distribution: mailed to every library for internal distribution.

Evaluation: Often a call to arms appeared in the newsletter and provoked reaction among librarians. Librarians did read the newsletter as indicated by the responses to a name contest; a difficult reference question; and the numerous criticisms of the newsletter for its flip tone and gossipy content.* The light "in-group" tone turned some readers on and turned some off. The basic purpose of informing the librarians of activities of the project

* It seemed that in many cases this was the only piece produced by the project that was read by librarians. Consequently, some of the general criticisms of the project were based on familiarity with the newsletters only.

was achieved. However, the newsletter did not seem to do as well in sparking independent recruitment action on the part of librarians.

2. Speakers Kits

Quantity-100 On hand-50

Purpose: to provide speakers with samples of all materials available to take to group meetings; to provide outline of suggested talk, including sample reference questions.

Distribution: to attendees at Speakers Bureau Workshop at Kent.

Evaluation: The collection of samples of materials was incomplete, but the idea was a good one. The 3x5 cards which were aimed at providing an outline for speakers have not as yet been used.

3. Fact Sheet on Library Schools

Quantity printed-1,000 On hand-250

Purpose: to provide librarians with up-to-date facts on the two local library schools.

Distribution: mailed to all librarians in area and used with contacts.

Evaluation: This mimeographed sheet of facts was revised to keep up-to-date. It was particularly helpful to people who had been out of library school for sometime.

4. Inquiry Form

Quantity printed-1,000 On hand-75

Purpose: to make record keeping on contacts easy for librarians and for the project office.

Distribution: every director of library and personnel manager.

5. Library Career Buttons

Quantity-250 On hand-50

Purpose: to identify speakers and representatives of the project.

Distribution: Speakers Bureau and librarians representing the project at group meetings.

6. Guide for L.C. Recruitment Committees

Quantity-75 On hand-25

Purpose: to stimulate the formation of recruitment committees in every public library.

Evaluation: Committees were organized in Cleveland Public Library, Cuyahoga County Public Library and Akron Public Library. Their activities were confined to programs during the Christmas Holiday.

7. Workshop on Displays

December 14, 1967 No. attending - 15 people (8 libraries)

Purpose: to aid libraries with no professional exhibit staff by giving them ideas for recruitment displays.

Evaluation: Those attending were enthusiastic and a synopsis of the presentation by Oliver Cromwell was mailed to all libraries. The project originally was going to sell portable pegboard displays to all libraries at cost.

This was not thought feasible at the time, and before the project could devise a way of developing give-away displays of this type, the kiosk idea replaced it.

PROGRAM

The project attempted to find a reason for participating in any event, meeting or happening which would draw potential recruits, or inform librarians about recruiting.

1. Plain Dealer Book Festival -- 111 contacts

A free 10 x 10 booth was furnished by the Plain Dealer for the project. The backdrop was a large reproduction of the calling card painted on a shade with words, "Work With Ideas in Libraries". The furniture was provided by Wagner-Henzy-Fisher and a voice writer by Edison Company to record contacts' names. One hundred six librarians from the 12 county area manned the booth over a three-day period. Approximately 15 contemporary, humorous slogans were made up for placement on tables and lapels and used to saturate the festival area. The most popular slogan among publishers was "Some of my best friends are librarians".

Give-aways included catalogs from the two library schools, brochures on internships and library opportunities in the area, A.L.A. recruitment pamphlets and the first calling card.

Activity at the booth consisted of 5 to 8 librarians each hour making themselves available to passersby for conversation.

The audience for recruitment at the festival was a "natural" and the project got off to an exciting enthusiastic start.

The project plans to have a booth at the 1968 Plain Dealer Book Festival and is in the process of designing its format.

2. Ohio Library Association -- 3 contacts (interlopers at convention)

A booth was set up to inform state librarians about the project and all available materials on recruitment from A.L.A. and other states. Unfortunately the backdrop for this booth was poorly designed and did not attract viewers. The booth was manned by members of the O.L.A. when possible.

In 1968 a breakfast meeting is planned in conjunction with the O.L.A. Recruitment Committee to hear the son of Marshall McLuhan discuss media and libraries and librarians.

3. Ohio Association of School Librarians

The coordinator attended this meeting in 1967 and manned a table of recruitment materials and informed school librarians about the project. This stimulated activity on the part of the O.A.S.L. Recruitment Committee.

4. Ohio National Library Week Committee

The project contributed to the planning of the theme for the year; wrote and supervised production of radio and television spot announcements for the state sponsored by National Library Week.

5. Ohio Student Librarians Association

The coordinator spoke before their conference in May in Canton.

6. Special Libraries Association

Library Careers co-hosted with Cuyahoga County Public Library an evening meeting of the Cleveland Chapter of the Special Libraries Association. The project furnished the suggestion to the special libraries that they give preference for summer work to students referred by Library Careers. Library Careers permitted the Cleveland Special Libraries to use its phone number as a listing in the Cleveland Telephone Directory.

7. Brook Park Branch Friends of the Library

The coordinator persuaded the Friends to donate a scholarship to pay for 6 credit hours in library school for a resident of Brook Park.

8. Visits to Public Libraries

The staff visited the following public libraries:

Akron Public Library
Alliance Public Library
Canton Public Library
Cleveland Public Library
Cleveland Heights-University Heights Public Library
Cuyahoga County Public Library
East Cleveland Public Library
Euclid Public Library
Lakewood Public Library
Oberlin Public Library
Shaker Heights Public Library
Warren Public Library
Youngstown Public Library

9. Television

John Cloud was a panelist on an N.B.C. television show whose topic was "Racism in the Library". The show was seen in cities across the country.

10. County Fairs

At the Cuyahoga County Fair a Library Careers tape and slide show told about the career, along with give-aways of L.C. materials. Twenty-five librarians from the county manned the booth for 2 hour periods.

11. Plain Dealer Young Glory Exposition

A spot is reserved for Library Careers for October 13 to October 19 at this fair which states its purpose to be to communicate with the 18 to 28 generation.

12. Hero Tales

All year the project has talked of publicizing interesting librarians in various mass media. The first "hero" will be presented as a speaker, William Jones, Cultural Attache to Ethiopia who will speak at Cleveland Public Library and at Akron in September. Newspaper and television coverage is planned.

13. Christmas

Akron, Cleveland and Cuyahoga County Library sponsored a total of four special open houses for college students during the vacation study period. Akron had "a happening", Cleveland had "the spot" at the central library; Bay Village branch had a careers conference, South Euclid

branch had a smoking room. In each case librarians were available to discuss Library Careers and give-aways were available.

14. New Library Openings

Whenever Library Careers knew about library events, especially open houses, give-away materials and exhibits were sent for distribution. This included North Olmsted, Solon, Elyria, Wayne County.

15. Brainstorming Session

A brainstorming session was held at O.L.A. to develop ideas for recruitment.

16. Catholic Library Association

Project staff spoke before their annual meeting in October to acquaint them with recruitment efforts.

17. John Cloud and Robert Cheshier of Case Western Reserve University discussed libraries and librarianship during National Library Week on the Howie Lund Show, a radio program in Cleveland.

THE AREA COLLEGES

The project area contains 19 colleges and universities with a student population of approximately 75,000. This area also contains both Ohio accredited library schools.

The decision to enlist the support of librarians to recruit meant a great deal of reliance on the university librarians. Letters were sent to the librarians advising them of the project's goals and plans. Copy for newspaper ads in college papers were sent to the librarians in advance of the publication dates.

Copy for all ads was sent to all college newspapers; however, because of poor business practices, only five schools published one of the ads, a second ad was published by only three schools, and three schools published one.

John Carroll University did publish the one ad written especially for a predominantly male audience.

All ads were placed on a "pay when ad is run basis".

At one college near Canton (Walsh) the coordinator learned that the school paper was "only published when the staff had nothing else to do".

College librarians, during visits, suggested the way to relate to students is to have someone young speak to them.

Colleges	Visits	Total Visits	Newspaper Ad Response	(Ad Code)*
Cuyahoga Community	1/68	1	6	(3)
Case Western Reserve	4/68 6/68	2	6	(3)
Kent	1/68 3/68	2	22	(2&3)
Wooster	11/67 3/68 4/68	3*	4	(1)
Hiram	1/68 5/68	2*	10	(1)
Notre Dame	1/68 3/68	2	6	(1)
Baldwin-Wallace	1/68 5/68	2*	1	(1)
John Carroll	1/68	1	2	(4)
Akron	3/68 4/68	2*	3	(1)
Cleveland State	--	0	11	(1&3)
Youngstown	4/68 5/68	2*	1	(2)
Malone	3/68 5/68	2*	4	(1)
Walsh	5/68	1		
Mount Union	3/68 4/68	2*		
Lake Erie	3/68 4/68	2*		
St. Johns	1/68	1		
Oberlin	1/68	1		
		28		76

Total colleges visited -- 16

* One visit by Elsie

** (1) Donate Your Brain to Science
(2) That Little Old Lady...
(3) You Gotta Be Kidding, Elsie
(4) Are You Man Enough to Try It?

Evaluation: The college librarians were generous with their assistance. They did what they could to promote the Elsie appearances, disseminating project materials and posters on campus, including non-library locations.

Four methods of recruiting were used on campuses: personal visits by Elsie, newspaper ads, brochures and class schedule cards. The first two methods showed limited success numerically and we have no way to measure the success of the latter two methods.

"ELSIE"

Purpose

The "Elsie" promotional campaign developed from a Project staff brainstorming and is based on the pronunciation of the abbreviation l.c. for Library Career. It was designed for the purpose of:

a. Counteracting the public's persistently negative image of librarians by calling attention to a young, contemporary style librarian.

b. Furnishing an attractive, morale-building symbol for librarians.

c. Providing an enticement for college students to attend library career programs on the campuses.

Method

Miss Katherine Lewis was selected to play the role of "Elsie". A 1965 graduate of KSU's School of Library Science, she was employed as a children's librarian at the CCPL's Brook Park branch.

"Elsie" appeared on a total of 9 college campuses, at one high school assembly before 3,200 students, two public library dedications and two evening career discussion groups.

She talked to a total of 276 college students, obtaining 92 interested contacts.

Name of College	Date of Appearance	Number in Attendance
Akron University	April 24, 1968	107
Malone College	May 4, 1968	38
Hiram College	May 22, 1968	21
Wooster College	April 25, 1968	24
Mount Union College	April 17, 1968	36
Youngstown University	May 8, 1968	40
Baldwin-Wallace	May 15, 1968	1
Lake Erie College	April 23, 1968	9

At each appearance "Elsie" presented a basic talk on librarianship which began: "I'm Elsie and I'm a librarian. Contrary to what you may think, a library is an exciting place to work." She went on to trace a book from publisher to patron, explaining the librarian's role at each step. A question period followed with Elsie explaining how each undergraduate major could be used in a library. The university librarian was always briefed beforehand to emphasize certain points.

Materials

Posters, photos of "Elsie", which said: "To Get More Fun Out of Life, Ask Me About Elsie" and ads in college newspapers were promotional materials developed to publicize "Elsie". Additional posters were placed on each college campus to advertise the coming visit.

Material	Purpose	Quantity Produced	Amount On Hand	Distribution
bus posters	to counteract negative image of librarians	4,100	100	public - 1,090 vehicles 42 library system vehicles (3 mo. period)
photos	a give-away to audiences with follow-up information on the profession	10,000	50	college campuses enclosures with replies to letters of inquiry
buttons	stimulate and encourage librarians to act as recruiters in libraries	800	50	all professional librarians in area
"Elsie Will Appear" ad	publicize appearance of Elsie on campus	9	0	4 ads published

"Elsie" bus posters motivated 7 letters to the project office and 77 inquiries to public librarians. The figure of 77 inquiries does not include pre-college age inquiries because of a misunderstanding of reporting procedures.

Evaluation

The "Elsie" promotion succeeded in its goal of counteracting the librarian's stereotyped image insofar as it intrigued the general public with its first bus poster which elicited questions to librarians, and pointed out a young, attractive librarian to college students and some others.

An unexpected bonus with long range value was the enthusiastic response from very young members of the public, many of whom still approach library employees to ask eagerly, "Who is Elsie the librarian?". A slogan button manufacturer was so captivated by the "Elsie" idea that he made buttons bearing the legend: "Who is Elsie?" and mailed them to the "Elsie Department, Cleveland Public Library".

Conclusion

Poor photographic techniques used on two of the bus posters*, however, as well as inadequate planning and interpretation of the whole Elsie campaign for the area's librarians led to widespread misunderstanding, if not downright dislike, of this aspect of the Project program, especially among older and more conservative members of the profession. The "ugliness" of the posters and the lack of "dignity" about the "Elsie" method were the two criticisms most frequently voiced by librarians.

A longer period of careful orientation to the "Elsie" concept for all librarians, during which personal appearances and talks by "Elsie" might have been made at major libraries and at the two library schools would probably have clarified the intent and the content of the "Elsie" campaign.

* the green poster with Elsie stretched out (coarse screening problem) and the last poster which was criticized because Elsie looked like a "blind girl"!

METHODS OF COLLECTING DATA

Contacts -- These figures represent names and addresses of those with whom conversation and/or correspondence has been exchanged. Members of the speakers bureau where possible do a head count of the audience. Although the project staff keeps a record of the numbers in the audience, only the number of names and addresses are counted for the record.

Ads and other materials are coded by using a box number by which the staff can identify which ad is being responded to by the writer.

Matching Fund Contributions -- The preferred method used by the project to assign a monetary value to services rendered to the project is to use the librarian's regular hourly wage times the time spent. When the hourly wage is not known, the figure $3.50 per hour is used.

Forms are provided by library careers for librarians to detail time spent. Mileage is donated at the rate of 10¢ per mile.

Funds provided by the Cuyahoga County Public Library are evaluated by hourly wages where possible and by the accepted community rates where a wage is not involved. Office space would be an example of this.

The figures for matching funds are probably low because we have discovered some librarians are reluctant to "charge" the project for one hour despite urgings to do so. Other librarians mention time given to the project which they forget to record.

Mr. Naylor, Mrs. Aiello and others, including Mr. Case of the State Department of Education, did not turn over figures, but stated that they were caught up on many occasions in banks, stores, club meetings, etc., in discussions of "Who is Elsie?".

RESULTS

The breakdown of inquiries by educational standing is as follows:

High School	23
Freshmen	10
Sophomores	19
Juniors	31
Seniors	18
College Grads	62
Class Year Unknown	145

94 other people contacted Library Careers but are not tabulated here because of educational deficiencies.

The number of applications to library school was obtained by comparing the project's files with lists of applicants furnished by the library schools.

As of August 15, 1968 the two library schools reported 30 L. C. contacts had applied for admission. Two other contacts applied to out-of-state schools. Sixty-one inquiries came to the two library schools because of the project.

The numbers of contacts reported here are documented. However, it has been called to the attention of project personnel that many Elsie inquiries were not counted and reported to the project office. Mr. Case (State Department of Education) mentioned he had had inquiries, Mr. Naylor, Cuyahoga County Librarian, reported he had had inquiries which he did not tabulate. Several librarians reported that they did not keep track of inquiries by people other than college students.

The number of inquiries is significant because of the approaches taken. In all cases, except those reported as a result of the speakers bureau, the book fair and the county fair, the applicants had to make an overt action, either writing a letter or asking someone some questions.

The fact that a college degree is required for admission to library school was stressed in all conversations and literature. It is, therefore, a safe assumption that others will inquire or apply after graduation.

The ratio of applications to seniors and college graduates is 32/80. At this stage in the project this figure can represent the efficiency index of the recruiting processes used by the project. Library Careers accepts the 3 in 8 figures even though the 18 seniors listed were not necessarily graduating seniors.

In addition to the numbers given above, 53 names were obtained from the Cuyahoga County Fair.

The contacts from the Cuyahoga County Fair were not used in computing the "efficiency index" because the actual recording of the names for in-depth contacts has not yet been started (the fair is still in progress as this report is being written).

Other intangible results have been reported to the project. Miss Sarah Cody, Cleveland Heights-University Heights, reports that she receives many applications for non-professional work that can be traced in part to the project's promotions. Ann Matthews of the Franklin Sylvester Library reports the bookmobile librarians have noticed the impact of the project on their patrons. A number of librarians have reported that the project has created a great deal of talk within the profession.

Thus far the project has been contacted by representatives of the state libraries of Florida and Indiana in regard to reprinting material written by this project.

Letters of praise for the materials have been received from libraries in Mt. Vernon, New York and Cherry Hill, New Jersey. Calvary Bible College, Kansas City, Missouri has expressed an interest in copying the type of materials and promotions initiated by Library Careers of Ohio.

In conjunction with the Ohio Library Association, Library Careers has produced two promotional pieces of material that will be distributed statewide. O.L.A. paid for the printing of materials beyond the number needed for the 12 county area and will handle the distribution outside of the project area.

SEPTEMBER 1967
Meetings with prof. assoc.
Book Festival
Library School survey

OCTOBER 1967
Letters to all librarians
O.L.A. booth

NOVEMBER 1967
Wooster Career Day
Organized project office
Project News (1st edition)

DECEMBER 1967
Display Workshop
Xmas Recruitment Programs
Fact Sheets
Recruitment Manual
JANUARY 1968
College newspaper ads
Class Schedule Cards

FEBRUARY 1968
Created newsletters
and ads

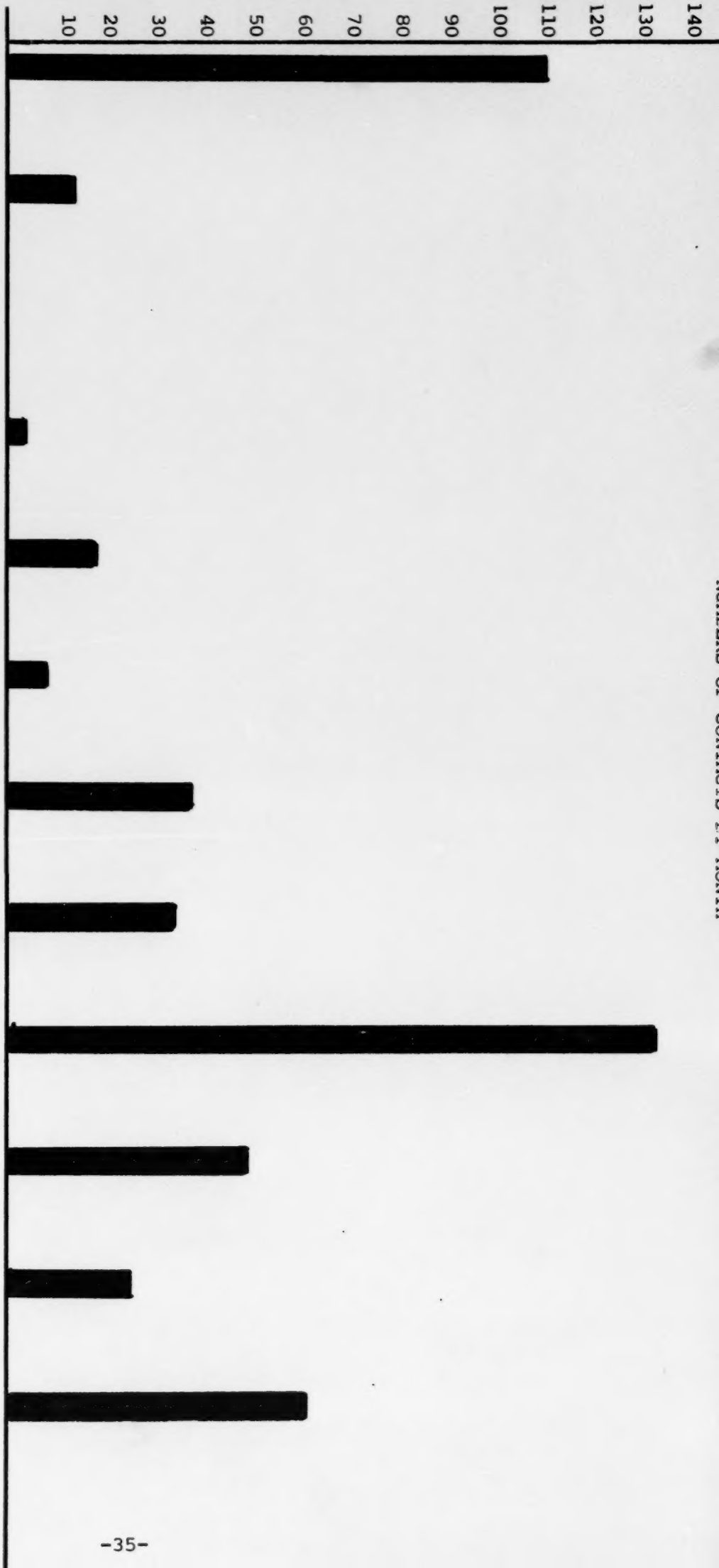
MARCH 1968
Elsie bus posters placed
Elsie buttons distributed

APRIL 1968
Elsie bus posters placed
Speakers Bureau orientation
Elsie college visits
Radio & tv spots sent
MAY 1968
Elsie posters placed
Elsie college visits
Chagrin Valley parade

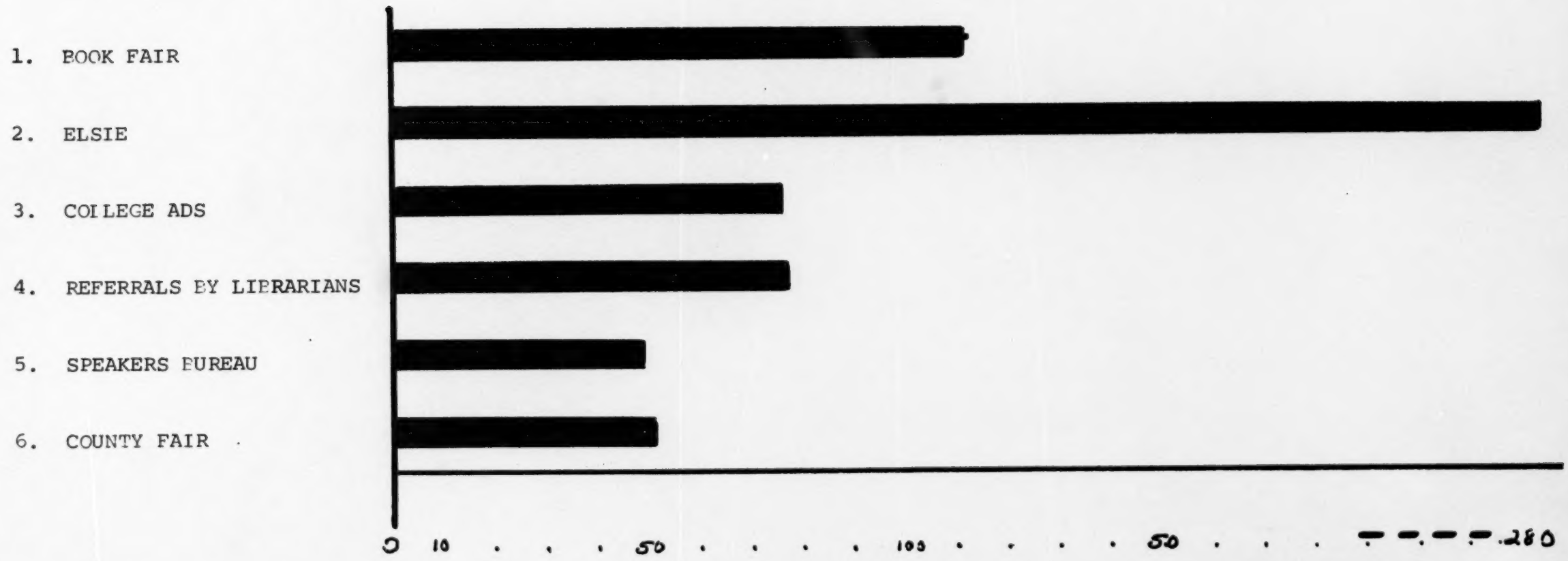
JUNE 1968
Elsie posters
Elsie visits

JULY 1968
They material
First page of kiosk

AUGUST 1968
McLuhan set - O.L.A.
Jones set
Book Fair
Do Your Thing
Cuyahoga County Fair



CONTACTS RECORDED BY ACTIVITY



OF NORTHEASTERN OHIO

Consider a geographical area in the United States which has a heavy concentration of population, eighteen accredited colleges and universities (including two graduate schools of library science), six major cities, and sixty-four public libraries, among them the second largest public library in the country. What could be a better setting in which to conduct an experimental recruitment project for professional librarians?

Mrs. Alice Aiello, Assistant Director of the Cuyahoga County Public Library, and I decided over lunch one day last April that, indeed, there was no better place than here in northeastern Ohio, and no better time than this year to "do something" about library recruitment. That "something" has turned out to be the Library Careers Project, planned as a two-year cooperative program and funded for its first year, as of September 13, with an LSCA grant of $44,900.

Based at the County Library, Library Careers, under its Coordinator, Mrs. Betty Geib, will operate within the twelve counties of Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull and Wayne. Through an intensive promotional campaign, which will include the ~~publishing of~~ a regular newsletter for distribution on college campuses, radio and television spot announcements, feature articles in community newspapers and a speakers' bureau of working librarians, the Project will attempt to channel college upperclassmen and college graduates seeking a new career into the library schools. Utilizing more fully the recruitment resources already existing among the area's libraries and librarians, the campaign will be aimed at vigorous, intelligent candidates with leadership potential, who have a consuming interest in ideas, knowledge and public service, and who are intrigued by the possibilities and challenges posed in the library world of the present and the future.

The unique feature of the local recruitment Project, however, will be its development and testing of methods and materials which can be used and adapted in the future by local, state or national recruiters. Ads and newsletters on each college campus will be coded, brief questionnaires will be circulated after all Library Careers' programs, and librarians throughout the area will be asked to keep a record of all persons who inquire about a library career in response to Project publicity. The evaluative report to be prepared during the Project's second year should indicate what kind of students or second-career people can be attracted to a professional library career, where they are, and how they can be reached.

In contrast to the materials which have been used by other federally-funded library recruitment programs operating in states such as Illinois, Maryland and Indiana, the local Project's publicity will neither attempt to explain away the old stereotyped image of the librarian, nor promote the library field by means of the "hard sell" technique, but it will simply try to present in a cool, contemporary way the fascinating things which librarians do every day.

We launched the Project - even before we had officially received our financial wherewithal! - with a booth at the Plain Dealer's Book Festival under the theme: "Work With Ideas - in Libraries." The response was even greater than we had anticipated, and, with the help of librarians and library organizations in the area, we intend to take advantage of every other similar occasion in northeastern Ohio within the next two years to disseminate the facts about the importance and variety of library work, as well as the versatility and attractiveness of the people who are currently doing it.

One of the ways in which every library is being asked to help with the Project is by appointing a recruitment committee of its own to serve as a working liaison with the official Project staff. Our CPL committee is in the process of formation and will have its first meeting soon. Almost every CPL librarian will eventually have an opportunity to participate in this exciting new venture. Inquiries for more details about the Project are welcomed and a limited supply of Project descriptions are available for study from the Public Relations Department. Meanwhile, we call your attention to our Project's first statistic. From a questionnaire filled out by members of the present Case-WRU Library School class, we have discovered that 37% of the students decided to become librarians because they had been impressed by an individual librarian! Just think: each of us could possibly be the best example of a librarian someone else may ever know!

-Gloria F. Teel

Exhibit 1

ATTENTION: CREATIVE ARTISTS!

Are you hiding your artistic talents under a bushel? Don't! Get busy with your brush, pen, needle or knife! There will be an Art and Crafts Exhibit early in 1968!

The CPLSA is sponsoring this public exhibit of artistic endeavors at Main Library Feb.15-Apr.1, 1968. Any CPL employee may participate and may enter a total of five pieces but not more than two in any one category.

This is not a contest. There will be absolutely no judging or prizes. The rules for entry and categories follow:

1. Total of five entries, not more than two from any one category.
2. The article must be made in its entirety by the person entering.
3. No entries made from commercial kits of any kind or description.
4. All articles to be exhibited must be registered on printed forms (these will be provided) by Jan. 15, and the entries must be in Public Relations by Jan. 31.
5. If you care to sell your work, so indicate on the form which will be kept by the committee. Any interested buyers will be referred directly to you.
6. The label you will fill in will be used on your entry so be sure that it has been done neatly. In addition, identify your entries on the back, when possible, with name, home address, and agency.
7. Since some larger prints and pictures may be displayed outside of locked display cases, you will be responsible for your own insurance.

Categories:

Water Color	Photography	Knitting
Oil	Prints	Crocheting
Polymer	Enameling	Lace making
Pastel	Ceramic	Needlepoint
Pencil	Papier mache	Embroidery
Ink	Mosaic work	Weaving

Jewelry and metal work
Wood carving or inlay
Collage, decoupage, or montage
Painting on glass, wood, metal, or any other material
Rugs (small - woven, braided, hooked, crocheted)

Committee: Mrs. Ruth Klein
Russell Hehr
Mrs. Gloria Teel
Oliver Cromwell
Berta-Mae Blackmur, Chairman

Please refer all questions to the chairman (961-0998)

STAFF LIBRARY

Linda Hanson (Popular), the Staff Librarian, reminds Main Library personnel that the Staff Library, located on the mezzanine above the Public Catalog, is open every day. Miss Hanson is also interested in hearing whether branch people would be interested in borrowing titles from this collection via the Interlibrary Loan office. Anyone interested should send a note to the Editor of News & Views or contact Mrs. Baker, President of CPLSA, whose executive board will make the decision.

The following list of 36 fiction titles received since June 1, 1967, are now available for loan from the Staff Library:

Albrand, M. - A door fell shut
Armstrong, C. - The gift shop
Arnold, E. - A night of watching
Braun, L. - The cat who ate Danish modern
Canning, V. - Doubled in diamonds
Clifford, F. - All men are lonely now
Cross, A. - The James Joyce murder
Cunningham, E. V. - Sally
Daley, R. - The whole truth
Deighton, L. - An expensive place to die
Devine, L. - Devil at your elbow
Eden, D. - Winterwood
Eliot, A. - Return to Aylforth
Erskine, M. - Case with three husbands
Fox, W. - Moonshine light, moonshine bright
Frayn, M. - Against entropy
Gilbert, M. - The looking-glass murder
Greene, G. - May we borrow your husband?
Haggard, S. - Power house
Hayes, J. - The deep end
Hersey, J. - Under the eye of the storm
Israel, C. - The hostages
Jefferis, A. - One black summer
Kirst, H. - Brothers in arms
Levin, I. - Rosemary's baby
Maybury, A. - The moonlit door
Mosley, N. - Assassins
Nash, E. W. - In the fog
Priestley, J. B. - It's an odd country
Rendell, R. - A new lease on death
Roth, P. - When she was good
Vidal, G. - Washington, D.C.
Westlake, D. - God save the mark
Wodehouse, P. G. - The purloined paperweight
Woods, S. - Let's choose executioners
York, A. - The eliminator

-Linda Hanson

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144
TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

Memo To: Public Libraries of Northeast Ohio

From: Alice Aiello, Asst. Director CCPL

Subject: LSCA Recruitment Project

Date: August 4, 1967

You may have already heard the news that we are expecting to have an LSCA Project approved which will study techniques for recruiting librarians in Northeast Ohio. Enclosed is a brief description of the project.

The final decision from the State Library is expected on August 8th. We have been led to believe that we will get approval of the project so we are already making plans

The Steering Committee for the project is comprised of representatives from Painesville, Cleveland Heights, Youngstown, Akron, Cleveland, and Cuyahoga County libraries, plus Kent and Western Reserve Library Schools. Administrators are Alice Aiello and Gloria Teel of The Cleveland Public Library. The next meeting of the Steering Committee is August 16th after which we will communicate with you again.

In the meantime, our first project will be to sponsor a booth at the Plain Dealer Midwest Fall Book Festival at Public Hall in Cleveland on September 8th, 9th and 10th. For this occasion we need volunteers to man the booth and distribute recruitment literature to the 25,000 or more people who are expected to attend.

Enclosed are forms on which you and your staff members may volunteer time to serve in the booth. Please indicate first and second choices. Librarians, trustees and Friend of Libraries may serve, just so they present a good image and are well informed.

We are anxious to have your support for this project and hope we will hear from you soon.

Enclosures:
inc

Exhibit 2

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144
TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

Memo to: Directors and Personnel Managers of all Public Libraries in Northeastern Ohio

From: Betty Geib - Coordinator of Library Careers Project, formally known as LSCA Recruitment Project

Date: September 11, 1967

Enclosure: Complete proposal on LSCA Recruitment project as submitted by Cuyahoga County Library

As you will note from the enclosed proposal, new and exciting things are underway in our area which will require the establishment of new channels of communication as well as new methods of evaluation.

We will try to cooperate with you in every way in your recruitment programs and toward this goal are asking that you advise us of the activities now in progress in your area with suggestions about ways that we may be of assistance.

Our immediate concern is with potential library school candidates, as the effectiveness of our work will be judged on the increase in enrollment at Case-Western Reserve and Kent schools of Library Science. You are aware, of course, as we are that the campaign waged in this area will inevitably result in some beneficial side effects. We would like to measure these also with your assistance, so are asking that you establish some means of keeping track of the people who come to you for employment as a direct result of our efforts.

The enclosed form is a suggestion only and may be altered to suit your particular system as long as it will enable you to contribute accurate records for our evaluation and report at the year's end.

We will be establishing a control file on library openings in the Northeastern Ohio area, and will need a continuing communication from you if we are to be fair to you and to the candidates. A current listing can be sent of available people if you wish it.

In summary, we need from you:

1. Notes on the method you will use.
2. Periodic listings of openings.
3. Salary schedule.
4. Information of work-study programs in your system.
5. Names of people that you think would be good members of our speakers bureau for your area.
6. Names of Recruitment Committee Chairmen.
7. Indication of information or assistance that we may give you.
8. Name of favorite paper in your area.

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144
TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

Memo to: Directors and personnel managers of all public libraries in Northeastern Ohio

From: Betty Geib - Coordinator, Library Careers Project, formally known as LSCA Recruitment Project

Date: September 19, 1967

Enclosure: Complete proposal on LSCA Recruitment project as submitted by Cuyahoga County Library

As you will note from the enclosed proposal, new and exciting things are underway in our area which will require the establishment of new channels of communication as well as new methods of evaluation.

We will try to cooperate with you in every way in your recruitment programs and toward this goal are asking that you advise us of the activities now in progress in your area with suggestions about ways that we may be of assistance.

However, our immediate concern is with potential library school candidates, as the effectiveness of our work will be judged on the increase in enrollment at Case-Western Reserve and Kent schools of Library Science. We would also like to tabulate the motivating factors which led people to apply for work in libraries, with your assistance.

- -

In summary, we need from you:

1. Names of people that you think would be good members of our speakers bureau for your area.
2. Indication of information or assistance that we may give you.
3. Name of person in charge of personnel
4. Salary schedule
5. Names of Recruitment Committee Chairmen
6. Information of work-study programs in your area.
7. Name of most popular newspaper in your area.

Thank you for your assistance. We will be happy to send additional forms upon request. A return envelope is enclosed for your convenience.

Exhibit 5 (attachment)

A recruitment committee should be established in your system as soon as possible so that we may cooperate with you in your efforts.

Thank you for your assistance and your enthusiasm. We look forward to seeing you soon.

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144
TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

Memo to: Librarians of Northeastern Ohio

From: Betty Geib - Coordinator, Library Careers

Subject: Report form on potential Library School candidates

Date: October 9, 1967

The grant of LSCA funds by the State Library of Ohio September 13th, 1967 has made possible the establishment of the library careers office of Cuyahoga County Library Headquarters.

The project funds are to cover the first year of operation. The funds for the second year will depend on success of the project in its first year. This will be determined by a year end evaluation.

Our success will depend on the enthusiasm of people like you who are in daily contact with patrons of the library. The recent poll of Library School students revealed that 56% of them chose Library Science as a career because of their interest in books and libraries and 37% because of the influence of a librarian.

With this evidence of the importance of libraries and librarians in recruitment it is imperative that you establish a library careers display in a conspicuous spot and that you take advantage of every opportunity to talk with your staff members and patrons about Library Science as a career.

The enclosed forms are provided for your convenience in reporting the contacts that you make. A card should be sent to us immediately with your follow-up suggestions.

[illegible] (attachment)

[illegible]

It will assist us in recruiting people for work in Libraries to have the following information from you.

Name:_____ County_____

Address:_____
Street City State Zip

Education: Give last year com pleted and date _____

Other Work Experience:_____

_____

Check appropriate answer or answers: I first decided on a career in Library Work as a result of:

_____ Counseling by teacher
_____ Counseling by a relative or friend
_____ Influence of radio and/or tv spots
_____ Library Careers booth at convention or exhibit hall
_____ Influence of a school librarian
_____ Influence of a public librarian
_____ newspaper article
_____ classified ad
_____ Career day program, college or professional organization
_____ Career bulletins
_____ Other (please explain) _____

_____

Please return to Betty Geib - Coordinator, Library Careers Office, 1150 West Third Street, Cleveland, O.

CLEVELAND PUBLIC LIBRARY

CLEVELAND, OHIO 44114

RAYMOND C. LINDQUIST, DIRECTOR

EDWARD A. D'ALESSANDRO, DEPUTY DIRECTOR

ADELINE CORRIGAN
ASSISTANT TO THE DIRECTOR
IN CHARGE OF BRANCH LIBRARIES

February 15, 1968

Mr. John Cloud, Coordinator
Library Careers
Cuyahoga County Library
1150 West 3 Street
Cleveland, Ohio 44113

Dear Mr. Cloud:

Many thanks for taking time to meet with us yesterday. Everyone was impressed with what you had to say, and how you said it. We like your ideas - and applaud and support the project.

Sincerely,

Adeline Corrigan

ACmm

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144

TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

Report on Project Activities From September to November, 1967

September, 1967 :

The project was officially launched on September 13, although the staff had been busy for some time previously. On September 8,9,10, we participated in the Plain Dealer Fall Book Festival held at Public Hall. This event promoted much interest in the project, and a total of 51 referrals were obtained from the three-day period.

In September, the Project attended meetings with CCPL, OSLA, CPL, OASL, YLA, to familiarize them with the Project, and to, in turn, be familiarized with their groups. A recruitment committee was appointed from the Library School students at Case Western Reserve University. A poll was taken from the Colloquium meeting of library school students, which resulted in the following information: 37% of the students entered library science because of the influence of a librarian; and 56% chose library science because of an interest in books. On September 29, forms were sent to both Kent and Case Western Reserve so that a complete poll of all library school students could be taken.

An initial release announcing the granting of funds, along with a copy of the proposal and requests for copies of college publications and their ad rates was sent each public relations director in the eighteen colleges in the area. News releases were sent to every radio and tv station in the area announcing the fund grant and enclosing a letter with a summary of the proposal. Special coverage was given by the Cleveland Plain Dealer

October, 1967:

In October, all librarians in the twelve counties were sent letters informing them of the Project's existence. They were also sent referral forms to follow-up on patrons' inquiries about library careers. All University libraries were contacted, and received a copy of the proposal. Directors of each system in the twelve counties were asked to submit names of professional representatives, names of recruitment committee chairmen in his system, name of the personnel director, information on recruitment-related programs now in existence, name of the most popular newspaper in the area, and ways in which the Project could be of assistance.

The Project manned a booth at the OLA convention on October 11, 12,13 to more fully inform professional librarians on the up-to-date progress of the project. A brain-storming session was held during the convention.

Form LRP-R

Date _____

"Library Careers" - Library Recruitment Project
1967-68

Report of REIMBURSABLE EXPENSE incurred by sponsoring groups.

Attach paid receipts or invoices supporting expenditures. All purchases are exempt from sales tax. Use forms LRP-A or LRP-B for non-reimbursable expense.

Sponsoring Agency: _____

Expense Authorized by: _____

Date	Quantity	Item	Cost

Charge to: LRP-

cm

Exhibit 9

Form LRP-B

Date _____

"Library Careers" - Library Recruitment Project
1967-68

Report of NON-REIMBURSABLE expense, excluding salaries, incurred by sponsoring groups. Use form LRP-A for salaries.

Sponsoring Agency: _____

Expense Authorized by: _____

Date	Quantity	Item	Cost

Charge to:

Travel & Mileage $_____

Supplies _____

Exhibits _____

Library School:
Career Days _____

Work Shops _____

Other _____

Total $_____

Exhibit 10

Form LRP-A

Date _____

"Library Careers" - Library Recruitment Project
1967-68

REPORT OF TIME SPENT ON PROJECT BY SPONSORING GROUPS

Name of individual: _____

Employed by (sponsoring agency): _____

Time worked month of _____, 196__

Month	Day	Hours Worked	Remarks

Total Hours _____

Rate Per Hour $_____

Total Amount $_____

Exhibit 11

SURVEY OF

WHY STUDENTS WENT TO LIBRARY SCHOOL

KENT STATE U. WESTERN RESERVE U.

106 STUDENTS RESPONDED

	Number Responses	% Students This Response
Career Day Program	3	2.8
Counseling - High School	0	0
Counseling - College	9	8.4
Counseling - Relative	10	9.4
Influence of Friend	17	16.0
Influence of Librarian	46	43.0
Working in Library	34	32.0
Newspaper Classified Ad	9	8.4
College Newsletter	0	0
A. L. A. Material	12	11.0
Government Career Publication	1	0
Radio & T.V. Spots	0	0
Interest in Books	64	60.0

Gloria Teel
co - director

Beatrice J. Ednie
secretary

John M. Cloud
coordinator

Alice P. Aiello
co - director

FACT SHEET FOR FUTURE LIBRARIANS

Jobs Available: 100,000 jobs available for graduates of library school.

Starting Salary: Average $6,700
Case-WRU Placement Office reported 2,000 requests for librarians last year, with 58 libraries sending recruiters to the college.

Schools in Ohio:

A. Case-Western Reserve University -- Masters and PhD.

Admission: In June for full-time students; in June and September for part-time students.

Graduates of approved colleges and universities with a better than average scholastic record; and a reading knowledge of a modern foreign language.

Case-Western Reserve offers specialized training in Documentation and Information Science.

Tuition: $1,650 for nine or more hours per year.

Scholarships Available:

Yes, many scholarships and stipends are available from the Federal Government as well as privately endowed organizations and special interest groups.

The State Library of Ohio offers a number of $3,000 scholarships each year (20 in 1967) for persons who will agree to work for two years in an Ohio public library -- of their own choosing - after graduation.

Work-study plans are in effect at several area libraries.

Internships:

Available in various parts of Greater Cleveland.

B. Kent State University -- Undergraduate minor and graduate degrees.

Admission: Applicants are expected to show a B average in all undergraduate work, and to score in the upper quartile of the Graduate Record Examination aptitude test. They also need to have a personal interview with the Dean or his delegated representative. Reading proficiency in a foreign language is an additional requirement.

Tuition: Graduate school -- $21 per credit hour.

Scholarships Available:

Graduate Assistantships ($2,300 per year) with fees waived; must work in school of library science or library at least eighteen hours per week. State and federal scholarships are also available.

Internships:

Same as available to Case-Western Reserve students.

Exhibit 14

ibrary careers

[illegible] Mayfield Avenue, Cleveland [illegible]

Tel [illegible]

Everyday in Libraries, Librarians:

- find answers to people's questions.
- evaluate books, films, records and periodicals.
- serve as partners in scholarly research.
- promote the use of informative materials on social problems.
- serve as informed contributors to community activities.
- correlate knowledge and ideas for use in program planning and displays.
- reveal generally unknown sources of information and knowledge to the public.
- talk to people and add dimension to their lives through the introduction of library materials.

Exhibit 15

Every Day in Libraries, Librarians:

TALK to people and add dimension to their lives with the help of library materials.

SERVE as informed contributors to community activities

ACT as partners in scholarly research

FIND answers to people's questions

PROMOTE the use of informative materials on current issues facing society

EVALUATE books, films, records, and periodicals

CORRELATE knowledge for use by specialists who are designing the future.

REVEAL unknown sources of knowledge and information to the public.

PREPARE information for electronic storage and retrieval

Exhibit 16

A GUIDE FOR LIBRARY CAREERS RECRUITMENT COMMITTEES

The need for professional librarians is well known to all of those active in the field. Many individuals have asked themselves "But what can I do?" This guide may serve to point out ways in which each system can really do something about recruiting in an organized fashion.

In the formation of a recruitment committee, several points must be considered. First of all, the general public has no idea of what a librarian really does. Second, the image of the librarian must be changed before the young students will seriously consider Library Science as a career. Last but not least, many librarians tend to insulate themselves from change within the profession and thereby strengthen the mistaken ideas about the profession.

The formation of an active recruitment committee must be done with the idea that it will require a lot of work from a group of already (in the main) overworked people. So the first rule is: GET A COMMITTEE LARGE ENOUGH SO THAT A FEW DON'T HAVE TO DO TOO MUCH. A person with a realistic assignment will do a much better job than a person who is assigned so much that he or she can't possibly finish. A realistic division of labor will insure a much more thorough job from each member.

In many cases, the composition of the committee is not as restricted as might be expected. There are many jobs on a recruitment committee that need not be filled by a librarian. Public relations, arrangements for meetings, correspondence, handling of scholarship seekers, and other jobs like these need not be assigned to librarians. The second rule, then, is: BE REALISTIC IN FILLING JOBS ON YOUR COMMITTEE, AND DON'T BE DEGREE-CONSCIOUS.

In recruiting for any field, the recruiter represents the profession to interested people. Many librarians, excellent technically, still do not have the talent of gaining rapport with a person interested in Library Science. Many librarians have not kept up with technical advances in the field and cannot relate in a satisfactory way to the young man interested in computers. This brings us to the third rule, which is: BE SURE THAT THE MEMBERS OF THE COMMITTEE, MEETING THE PUBLIC, ARE COMPLETE LIBRARIANS WHO PRESENT A MODERN IMAGE.

It goes without saying that all members of the committee must really want to work on the committee.

Now that we know who we want on our committee, what do we want them to do? The obvious answer is "to recruit." How? is the next question. There are a few general rules in recruiting, but in the main this will be left to the respective committees, because what might work in a large city would not be appropriate in a small one. Some of the universal methods are: advertising, counseling, and encouraging present non-professionals to go on with their education.

Advertising usually costs money, but not always. For example, most radio stations will give public service time to community institutions if material is presented in usable form. This does not mean that you must be a writer before you can use the airwaves. It does mean that the material you present should be meaningful and complete. Who, what, when, why, and where will suffice for nearly all the mass media. They have people to edit, revise, and finalize. Mass transportation will usually give space, but in many cases you must prepare the material and pay for the reproduction. Book marks are available to carry your message to the greatest source of librarians--those who use the library. Exhibits and displays are another source available to all libraries for advertising. Let's not forget the other community institutions that will donate space for your ads. Banks, colleges, community centers, for example, will donate space in their windows or bulletin boards.

Counseling is usually done at the high school and above level, and many of these counselors are not aware of the careers in library science. A recruitment committee should make sure that all the counselors in the area are well-versed in library science for interested students.

Present employees are in a position to judge and be judged. A recent survey of Kent and Case Western Reserve University library school students indicates that about 20% of them became interested in a career in libraries because of the experience of working in a library. When you find a page or other employee who seems interested, give him a little extra attention. Make sure he understands all the facets of library science, and you'll have a better page, at least! It may well result in a professional librarian.

Another source of library school students is the second career individual. Your committee can find, from among the library patrons, many people who have either stopped working to raise a family, are dissatisfied with their present work, or are just seeking a new career. Many times these people can be guided into taking the extra year of Library School and starting a new career.

A Speakers' Bureau is a very valuable part of your committee. Membership on the speakers bureau should be carefully considered. Some questions the chairman should ask are: Can this speaker get our message across; Does he or she represent the finest in the profession; and, finally, Can this speaker handle any questions that might arise. You may find that some speakers are more suitable for young adults than for more mature audiences, and vice versa. It is very important to select the right speaker for the right audience, and this does not mean young speakers for young audiences, for example! Communication can be learned, but (if it can be avoided) don't use recruiting audiences for the training of speakers.

Many times when your committee is asked to provide a speaker, the topic will be stated. Don't be fooled into thinking that the stated topic is all the speaker need know about. Audiences often feel that a speaker should know all about his field, and so all related (and sometimes unrelated) questions are thrown at the speaker. He or she should be prepared for anything! Unfortunately, many librarians have had a specific assignment in their libraries for so long that they tend to forget about other, equally important, jobs being done in the field. Speakers should try to give an over-all view of the profession, rather than an in-depth picture of just one aspect.

Willie Mays, of baseball fame, makes the hard catches look easy. Librarians, because of their training, also make certain things look easy...at least, as far as the public is concerned. It doesn't hurt to explain that it takes training and a good mind to make these jobs look easy. This gives you an opportunity to boost your profession by explaining what qualities a librarian must have. A librarian must have a mind that can relate one subject to another in a logical manner. After all, do you really have to like to meet the public to be a good librarian? I'm sure that the other cliches about what a librarian must be, if examined objectively, will produce some surprising answers.

Don't forget the special libraries and the careers there in your presentations. Library science provides, in many cases, a perfect marriage of interests.

How can you tell what kind of a job you're doing? It's really very easy. First, evaluate the committee itself. Are the members satisfied that they are doing a pretty good job, or are they constantly thinking of ways to improve? Does the community reflect a new and improved image of the library and librarians? Are you called upon to participate more in activities in the community as a professional person serving the community? And, last of all, are you hearing more often "Tell me how I can get to be a librarian"?

The last rule is an easy one: USE YOUR RESEARCH TALENTS AND TRAINING TO HAVE A GOOD RECRUITMENT COMMITTEE, AND UTILIZE ALL THE RESOURCES AVAILABLE TO YOU, among which is the LIBRARY CAREERS PROJECT, 1150 West Third Street, Cleveland, Ohio 44113.

CLEVELAND HEIGHTS - UNIVERSITY HEIGHTS PUBLIC LIBRARY
Coventry Road and Washington Boulevard
CLEVELAND HEIGHTS, OHIO 44118
Telephone: 932-2560

Sarah I. Cody
Director

January 22, 1968

Mrs. Alice Aiello
Cuyahoga County Public Library
1150 W. 3rd Street
Cleveland, Ohio 44113

Dear Alice,

Enclosed is the report our staff member brought back to us on Mr. Cromwell's talk on displays. I thought you and Mr. Cloud might like to see results of your endeavor, howbeit, more for general use than recruiting.

After we see the American Library Association report prepared by Mr. Cromwell, I am hoping Miss Demaree will agree to submitting her resume to Ohio Library Association Bulletin as an answer to "Why should we attend professional meetings?" - and incidentally, a note on what the Library Careers group is doing. We shall see.

Sincerely,

Sarah Cody

Director

SIC/b

P.S. Mrs. Cloud's similar resume in Today's mail

Exhibit 18

ICE FOR RECRUITMENT
LIBRARY ADMINISTRATION DIVISION
A DIVISION OF THE
CAN LIBRARY ASSOCIATION
N STREET · CHICAGO, ILLINOIS 60611 · (312)

February 23, 1968

Mr. John M. Cloud
Coordinator
Library careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

Since joining the ALA Office for Recruitment in January, I have read with interest several of your Library Careers Project Newsletters.

I would like to hear how your program was initiated and to inquire if you have a full-time recruiter. The Office for Recruitment is very much interested in the activities of state recruitment programs and tries to work closely with them. Illinois, Missouri, Wisconsin, the Pioneer Library System, Rochester, New York. Indiana, and Pennsylvania all have full-time recruiters.

I look forward to hearing from you at your earliest convenience.

Sincerely yours,

Margaret Muller

Margaret Muller
Assistant to the Director
Office for Recruitment

MM:ids

Exhibit 19

Nazarene Bible College

1111 West 39th Street, Kansas City, Missouri 64111

Phone, (816) PLaza 3-4511

EXCELLENCE in Bible education, COMPETENCE in Christian service

July 9, 1968

John M. Cloud
Library careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Sir:

We were present at the session of the A. L. A. conference, in which you exhibited some of your product. As librarians of a private college, we are interested in this type of promotion and advertisement.

Would it be possible for you to send us some samples of your posters and placards, or an materials you have on hand. Thankyou.

Yours truly,

Hilda Kroeker

Miss H. Kroeker

HK/dpw

Exhibit 20

THE MARGINAL LEGIBILITY OF THIS PAGE IS DUE TO POOR ORIGINAL COPY. BETTER COPY WAS NOT AVAILABLE AT THE TIME OF FILMING. E.D.R.S.

OFFICE FOR RECRUITMENT
LIBRARY ADMINISTRATION DIVISION
AMERICAN LIBRARY ASSOCIATION
CHICAGO, ILLINOIS 60611 • (312) 944-6780

July 17, 1968

Mr. John Cloud, Coordinator
Library Careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

I enjoyed meeting you at the recruiter's luncheon in Kansas City. The Office for Recruitment still exists, but on a rather limited budget and personnel (two to be exact)!

I am enclosing a letter I received recently from the Career Placement Service at Bowling Green University requesting that we send a representative to their campus to discuss library career opportunities with the students. In my letter to Mr. Rosenthal I indicated that I was forwarding the information to you.

The two pamphlets that you distributed at the Recruitment Program are very impressive. If these leaflets are available for purchase in quantity from your office, I would appreciate receiving price information.

With best wishes.

Sincerely yours,

Margaret Muller

Margaret Muller
Assistant to the Director
Office for Recruitment

MM:em

Exhibit 21

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July 26, 1968

Mrs. Virginia Grigg
Park Plaza Motel
431 East Central Blvd.
Orlando, Florida 32801

Dear Mrs. Grigg:

It was delightful talking to you. Enclosed are the materials you requested and I hope that they will be helpful to you.

I have also included side one of an eight-sided display to push libraries and librarianship in Ohio. Each of the sides will be mounted on poster board and hinged so that they may be displayed as an octagonal unit or separated and hung either individually or in groups of two, three, etc. We have also included a tape of a one-minute radio spot which this project wrote and produced for the county libraries and the libraries of the state.

I hope the material is of some use during your meeting and would like to know what approach your state is planning for recruitment.

Sincerely yours,

John M. Cloud
Coordinator

JMC:bje

Enc.

Exhibit 22

librarians select and promote the use of facts and ideas for people who have too much, people who have too little, and people who are concerned about

revolution
crime
science
discrimination
air pollution
slums
the generation gap
education
water pollution
retrieving information by computer
juvenile delinquency.

Use your influence. Investigate a career as a professional librarian.

Library Careers
Box A, 4510 Memphis Avenue,
Cleveland, Ohio 44144
(216) 398-1813

SLOGANS USED DURING FIRST YEAR

Take LSD -- Library Science Degree

Some Of My Best Friends Are Librarians

Live Dangerously -- Be a Librarian

Librarians Tell Tales Out of School

Librarian -- The Thinking Man's Filter

We Know Where to Find It

Indulge Yourself -- Be a Librarian

Would you Believe -- I spend $10,000 a year on books

Librarians Read 208 Books a Year -- And Get Paid For It

Play Host to Machiavelli and McLuhan

Take a Librarian to Lunch

Marion is a Librarian

Is Dewey Dead?

Classify, Don't Shelve. Library Careers

Librarians Walk 13 Miles a Day -- Please Don't Step on my Blue Suede Platform Crepe-soled Shoes

Library Science -- The Best Kept Secret

Exhibit 28

THE PUBLIC LIBRARY

OF YOUNGSTOWN AND MAHONING COUNTY

DAVID W. GRIFFITH, DIRECTOR YOUNGSTOWN, OHIO 44503

April 23, 1968

Mr. John M. Cloud
Coordinator
Library Careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

Today I appeared on a local talk show on TV ("Dateline Youngstown") WYTV - Channel 33. It's an hour show with two short breaks for national and local news. I spoke about Elsie, Library Careers, and the profession for about ten minutes. My button gleamed on my lapel and the poster of Elsie was waved about proudly.

Thought you would want this information for your records.

Yours sincerely,

Robert H. Donahugh

Robert H. Donahugh
Assistant Director

RHD/bg

Exhibit 29

THE MARGINAL LEGIBILITY OF THIS PAGE IS DUE TO POOR ORIGINAL COPY. BETTER COPY WAS NOT AVAILABLE AT THE TIME OF FILMING. E.D.R.S.

CANTON PUBLIC LIBRARY
MERLIN D. WOLCOTT, LIBRARIAN
Serving Canton and Stark County

May 6, 1968

Mr. John Cloud
Library Careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

The results of your efforts are beginning to come in. Despite many frustrations it appears Ohio had excellent local coverage for National Library Week.

Hats off to Cincinnati and Lane Public Library for a tremendous coverage thru newspapers.

My sincere thanks to you all for your cooperation.

Sincerely,

Sara Lee Donze

(Mrs.) Sara Lee Donze
Executive Director
National Library Week

SLD/el

236 Third Street, S. W. Canton, Ohio 44702 - Telephone (216) 453-9138

Exhibit 31

Mr. Cloud -

6/3/68

I kept watching for the Bookmobile in our Blossom Time Parade in Chagrin Falls on Sunday. I must say Kathy Lewis + the others were lovelies! We cheered for "Elsie"!

Laura Wilkens
Librarian, Gunn
Schools.

Exhibit 32

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144
TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

To: All librarians in University libraries of Northeastern Ohio

From: Betty Geib - Coordinator, Library Careers Project

Subject: Recruitment of College Students

Date: October 5, 1967

The enclosed copy of the proposal for a recruitment project under LSCA has been accepted and funds granted by the State Library on September 13,1967.

We are now in the process of recruiting the staff and organi-ing an office here at Cuyahoga County headquarters.

Our first statistic is the result of a recent poll of Case-WRU students at their Colloquium meeting on September 22. A more complete polling of all library science students is now underway in both Case-WRU and Kent State universities, but you will be interested in the initial findings. In answer to the question "What influenced you to chose library science as a career?", the results were:

56% - interest in books and libraries
37% - influence of a librarian

The implication is clear -- the best place to recruit librarians is in libraries, especially university libraries, and the best people to do the recruiting are the librarians.

If you have not had a career corner or display showing the interesting and varied opportunities in the library profession, we hope that you will plan to do so soon, as it would stimulate interest and questions from your student patrons. We would like to have a picture of your display so that we can share ideas with other libraries in the area.

Thank you for your cooperation. We hope to hear from you soon.

cu

Cuyahoga County Public Library

4510 MEMPHIS AVENUE . . . CLEVELAND, OHIO 44144

TELEPHONE 398-1800

LEWIS C. NAYLOR
Director

THEODORE S. HILLS
Business Manager
Clerk-Treasurer

Library Careers is coming to your school. Please help us make our visit a success.

Our visit will be in the form of "soft-sell" class schedule cards and ads in the college paper.

All of our material will refer students either to you or to us, so hopefully we'll be swamped by students eager to learn how to be Professional Librarians!

Our surveys so far have shown that students are impressed by the variety of jobs to be done in libraries and by the enthusiasm of the recruiter.

The need for librarians is known to you and, by the time the project is done, hopefully everybody will know about it, but getting people into Library School takes the personal touch and that's where you come in. If you're happy in your profession, spread the news! Talk to the Public Relations Officer at your school about getting some publicity for your library! Talk to the department heads at your school about counseling students into Library Science! They respect you and probably will cooperate. Set up a recruiting display in your library and brief your staff on how to handle inquiries.

If there is anything we can do to help you recruit on your campus, please let us know, and if you have any ideas on how we can do a better over-all job, write about that, too.

We're thinking of using "Library Science -- A Respected Career with Unlimited Future" as a slogan for the project. What do you think of it?

Very truly yours,

John M. Cloud
Coordinator

JMC:bje

Exhibit 36

SUPPLYING LIBRARY SERVICE TO 54 COMMUNITIES IN THE CLEVELAND METROPOLITAN AREA

BALDWIN-WALLACE COLLEGE
BEREA, OHIO

RITTER LIBRARY

April 24, 1968

Mr. John M. Cloud, Coordinator
Library Careers
4510 Memphis Ave.
Cleveland, Ohio 44144

Dear Mr. Cloud:

I am unable to give you even an approximation of time contributed to the Library Careers Recruitment Project. Not knowing that it would be wanted I have kept no record of dates and time spent in talking to prospective librarians, in conferring with L.C. staff members in person or on the telephone, in writing letters about library school applicants.

Sincerely,

J. H. Lancaster

J. H. Lancaster
Head Librarian

JHL/cf

Exhibit 37

DONATE YOUR BRAIN TO SCIENCE*

*Library Science

See your librarian about a career in Library Science . . . what you learn will surprise you. Or, write to:

LIBRARY CAREERS

4510 MEMPHIS AVENUE

CLEVELAND, OHIO 44144

Exhibit 39

That little old lady with the bun and the platform shoes is more "with it" than you might think.

For instance, she must be packing it away somewhere, because librarians start at $7,000 a year. (She may be jumping into a Lincoln Continental the minute she gets off work.)

And, too, the old gal has probably been around. There are opportunities for professional librarians all over the world. (What sounds like "SSHH!" to you may be "Cool it, Baby" in Swahili.)

Do you really think that little old lady is bored? Well, if she is, it's by choice. She's wanted by men in almost every field you can think of — art, journalism, advertising, music, government, you name it. (Remember, Bat Girl is a librarian, and you don't find any dust on her cape!)

If you want to start packing your money away, and prefer to CHOOSE the manner in which you get your grey hair, go talk to your nearest little old lady, or write to:

LIBRARY CAREERS

4510 Memphis Avenue • Cleveland, Ohio 44144

P.S. You needn't be a little old lady to apply.

Exhibit 40

They're Looking for Interesting Men!

They don't want to get stuck with just any man.

He has to be a little more "with it" than the average.

You're not an Adonis? Who cares?

It's your BRAIN they're searching for.

Who are they?

Advertising agencies, newspapers, governmental agencies, art museums, architectural firms, computer centers—you name it, they can use you.

If you're after their money, you'll get it.

And, if you're an interesting man, chances are you'll be interested.

Investigate a career in library work.

Are you man enough to try it?

AT THIS LIBRARY TALK TO

_____

or, write

LIBRARY CAREERS, 4510 Memphis Ave., Cleveland, Ohio 44144

Exhibit 41

Franklin Sylvester Library
210 SOUTH BROADWAY
MEDINA, OHIO 44256

April 10, 1968

Mr. John M. Cloud
Library Careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear John:

One of our bookmobile librarians talked up ELSIE so much that the kids (she misread your announcement) are asking now to <u>see a picture of LC.</u> I noticed on a CTS bus we chartered to go to a Book and Author luncheon last week, that you do have a sexy short skirted gal reclining, on one of your bus placards.

Got one around to send here? Her bookmobile goes to the highschools and the kids want to see Elsie now that she's said they'd see her.

See you Friday ====

Sincerely,

Ann Matthews

AM;cw

P.S. - I'm arranging for AGF - RANGE or more who left my button & ask about Elsie.

Exhibit 43

YOU GOTTA BE KIDDING, ELSIE!
A Library Career Exciting?

Prove It!

O.K., Elsie, prove it to me!

ELSIE
Box K3
4510 Memphis Avenue
Cleveland, Ohio 44144

Name _____
Address _____
City _____ **Zip** _____
Class _____

Exhibit 48

OFFICE FOR RECRUITMENT
LIBRARY ADMINISTRATION DIVISION
A DIVISION OF THE
AMERICAN LIBRARY ASSOCIATION
50 EAST HURON STREET · CHICAGO, ILLINOIS 60611 · (312) 944-6780

March 28, 1968

Mr. John M. Cloud
Coordinator
Library careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

Thank you for all the materials you sent recently describing your exciting Library Careers project. I do like the advertising approach you have taken and I'm sure your campaign will be successful.

We have placed your name on our mailing list to receive copies of new recruiting materials as they become available and our quarterly publication, the Recruitment Newsletter. Under separate cover we are sending you a Careers in Libraries information packet.

I think you may be familiar with the recruitment column which appeared regularly in the ALA Bulletin for the past several years. Due to the absence of a director in the Office for Recruitment, the column was temporarily suspended.

In the past there have been several articles written describing funded state recruitment programs. I think the results of your recruitment project would be of interest to the entire profession. If you think you would like to submit an article, the usual length is about 1500 words, although it may vary depending on the requirements of the material. There is no deadline, since we could use it in almost any issue, although copy must be submitted two months in advance of publication date.

Sincerely yours,

Margaret Muller

Margaret Muller
Assistant to the Director
Office for Recruitment

...:LG...

Exhibit 50

MRS. IRENE GITOMER, Director

Cherry Hill
Free Public Library
Cherry Hill
New Jersey 08034
609-667-0300

July 3, 1968

Library Careers
Box A, 4510 Memphis Avenue
Cleveland, Ohio 44144

Gentlemen: Att: Mr. Cloud

Ohio seems to have done more imaginative recruitment pieces than most other states and I was delighted to have had the opportunity to see some and hear about others at the Recruitment meeting at ALA in Kansas City.

You said if I'd write, you'd send me a complete set including the advertisements. Herewith, I write and request two sets of same, with much appreciation.

Cordially,

Irene Gitomer

Mrs. Irene Gitomer, Director

IG/mk

sent 7/8/68

Exhibit 51

WLS Westchester Library Syste
8 South First Avenue / Mount Vernon, New York 10550 / Telephone 914 668-1880 / Laurence G. Hill, Direct

July 8, 1968

Mr. John M. Cloud, Coordinator
Library Careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud,

The LAD recruiting meeting in Kansas City was a bright light on the horizon for me. The reading of some of your recruitment materials was like a fresh breeze blowing after a long dead summer. Will you please send me a set of the materials here and note those that can be used generally, can be reprinted, or are available from you in quantity. I have no plan of action. At the moment I just want to show them to our staff here for a brain storming session of what we can do. It is long past the time when everyone should be working at this job.

Sincerely, Anne Izard

Anne Izard, Consultant
Children's Services

AI:vkr

Exhibit 52

7/10

MISSOURI STATE LIBRARY

308 East High Street

July 24, 1968

Mr. John M. Cloud
Library Careers
4510 Memphis Avenue
Cleveland, Ohio, 44144

Dear Mr. Cloud:

I am sorry we didn't get better acquainted at ALA. I am in charge of recruitment in the state of Missouri. I was very interested in the program that you have begun there in Cleveland. It sounds like an ideal situation for recruitment.

I did get from you the material you were distributing at the meeting; however, I was disappointed not to get some of the material referred to by Evelyn Mullen in her talk that you have produced. I wonder if you could send me one copy of the additional material that you have produced, such as "Donate Your Brain to Science--Library Science, That Is," and the one about librarians being the most wanted women in the world, etc. I thought these were very clever, and would like to have them to show to a group that will be working with me on recruitment materials here in the state of Missouri. I will appreciate this. Any reports or anything that you do I would also appreciate receiving a copy of to let me know about results of your recruitment program.

Sincerely yours,

(Miss) Syd Shinn
Library Career Consultant

SS:ics

Exhibit 53

THE MARGINAL LEGIBILITY OF THIS PAGE IS DUE TO POOR ORIGINAL COPY. BETTER COPY WAS NOT AVAILABLE AT THE TIME OF FILMING. E.D.R.S.

August 7, 1968

Miss Dorothy Anderson
Illinois State Library
35 E. Wacker Drive
Chicago, Illinois 60601

Dear Miss Anderson:

Please consider this letter as your authority to reproduce the "Donate Your Brain to Science" ad without a credit line.

When I asked for and received permission to permit reproduction of our materials, the idea that the ads might be used in newspapers never entered my mind. I agree that having two sources of the ad would be very confusing to the reader.

I feel sure that Mr. Shubert, the State Librarian of Ohio, feels as I do that, as long as we do not violate the conditions of our grant, anything that will help the profession has primacy over a credit line.

If you should desire to use our material other than in a newspaper, you must include the following lines: Reprinted Courtesy of Library Careers of Ohio -- Funded from the State Library of Ohio under an L.S.C.A. grant.

I am enclosing the "piece" that we discussed over the phone.

Cordially,

John M. Cloud
Coordinator

JMC:bjc

Enc.

cc-Shubert
Hess

Exhibit 54

THE PUBLIC LIBRARY

OF YOUNGSTOWN AND MAHONING COUNTY

DAVID W. GRIFFITH, DIRECTOR YOUNGSTOWN, OHIO 44503

August 15, 1968

Mr. John M. Cloud, Coordinator
Library Careers
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

In response to your request for a letter giving my candid opinion of the Library Careers Project program and materials for the first year, I offer the following:

Since I feel there were good points and bad points, with qualifications for both, I'll start with the "bad." Although fairly frequent Steering Committee meetings were held, I could not help but feel that the Committee was occasionally less an advisory body than a religious group requested to bless a fait accompli. True, at each meeting suggestions were welcomed and/or encouraged, but there were times when the Steering Committee merely listened to what had been decided. The little newsheet seemed extravagant - good paper stock but content wasn't very pertinent - who got married, etc. The recruiting brochures didn't appeal to me - the large format was annoying, emphasis and photos were not very attractive, etc. "Elsie" was, to my thinking, an unfortunate choice as name for the Library Careers symbol. "Elsie" means "Cow," and that's all there is to that. The buttons were, I felt, not too efficacious and in poor taste.

Now for the "good" points. The whole project was, in my opinion, in the nature of an experiment - to test new methods, new approaches, new techniques for recruiting. I feel the project was very successful in this aspect - responses to various types of promotion, responses from the public and from librarians, were probably very revealing. New interest in librarianship was generated; the "image" was, if not changed, at least tilted a bit. The LC staff members were enthusiastic and full of ideas and able to infect others with enthusiasm. The establishment of a Speaker's Bureau should be most helpful and of long-range value. The proposed kiosk and the little tent-type folder are imaginative and seem to have great potential.

Exhibit 55 (attachment)

All in all, I feel the first year of Library Careers was successful in that it did what it said it was going to do. In addition to all its other efforts, I think one of its great accomplishments was in awakening librarians up - or at least getting them to the threshold of awareness - to the fact that Madison Avenue techniques can be used to recruit. The TV-trained younger generation will seldom pay heed to anything but the clever-sell.

I hope the preceding comments will be of some use. I've certainly enjoyed, and benefited from, my association with Library Careers.

Yours sincerely,

Robert H. Donahugh
Assistant Director

RHD/mn

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LIBRARIAN
DONALD J. SAGER
CLERK
MRS. EUGENE RICHARDSON

August 16, 1968

Mr. John Cloud, Coordinator
Library Careers Project
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear John:

This is in response to your letter of August 12, requesting my candid opinion of the project. Since you want candid comments, I'll be direct as possible.

I think the methods used by the project have attracted a good deal of attention. Many more college students are aware of librarianship as a career in northeastern Ohio as a result of the publicity and public relations techniques the project has undertaken. But judging by the comments of the library school representatives, I don't think we have gotten more than a handful of people into the profession who wouldn't have fallen into it eventually by themselves.

Please don't consider this a criticism of your office. I feel the criticism belongs to the library schools. I think you have probably gotten a great many people to the door, but the door has been locked. If you gauge the project in terms of originality, creativeness, and experimentation, it has been very worthwhile. And although some of the old guard felt the advertising wasn't serious, you're not going to get the group we want where they live unless you are irreverent.

But, if the library schools are going to continue with their arbitrary admissions policy, selecting only those individuals who have achieved the desired level of brain ossification, then it's obvious that the approach taken this year is not effective. The people the project delivered to the library school door were still alive and thinking.

If the project has discovered nothing else, I think it has revealed a lack of communication between the professional schools

in the area, and the profession. It is immaterial to me whether or not a graduate librarian can speak three foreign languages. All he has to do is be able to speak English. It is immaterial to me whether or not a graduate librarian scored over 700 on the GRE exam. All he has to do is be able to meet and work with people. It is immaterial to me whether or not a graduate librarian can program a computer. All I ask is that he can interpret the collection for the public. We need people with imagination, energy and personality. All the library schools give us are greasy grinds. I interviewed a children's librarian recently, a professional librarian with straight A's, who indicated that the first thing she wanted to do is convert our children's collection classification from Dewey to LC. She didn't have the vaguest idea how to tell a story.

But I digress. I believe if the project is to be successful in terms of the number of bodies accepted by the library schools, a more ponderous advertising technique will have to be undertaken, something that will lure people away from mortuary science.

I believe the pattern of emphasis should be selective journal advertising and placement of articles promoting librarianship. Magazines such as Ohio Schools, and many of the campus literary magazines all take advertising. Other journals such as News in Engineering (Ohio State University), the Sohioan, the newsletter issued by the Ohio Guidance Counselors Association, the Newsletter of the Ohio Arts Council, and others, might take articles on libraries, research, and librarians, if they are slanted toward their audience.

I feel that many people also enter librarianship after they've had a chance to work in a library. A campaign could be instituted in libraries to hire college students during the summer, or part time during the year. I know many librarians avoid hiring college students because they feel they'll be around too short a time to justify training.

And finally, I think that librarians will have to be prodded into being more aggressive in contacting groups with recruiting potential.

Recruiting for librarianship in the final analysis has one thing running against it--librarians. Has Life or Look ever come out with a picture essay on librarians? Name one librarian in the national news, on the wire services. We're part of the woodwork, and until we start taking some dynamic steps, or gain people who have some life left in them, we're not going anywhere.

I hope you don't take this letter as a criticism of the project so far, because I feel you've tried a number of new and creative

ways to reach people and tell them about librarianship, and been very successful at it. But none of it does any good if the schools don't accept the people you send to them.

Sincerely,

Donald J. Sager
Head Librarian

DJS:erw

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SARAH I. CODY, *Director*

August 19, 1968

Mr. John Cloud,
Library Careers
Cuyahoga County Public Library
4510 Memphis Avenue
Cleveland, Ohio 44144

Dear Mr. Cloud:

In response to your request of August 12th, I give you the following opinion of the Library Careers Project in its first year.

A new program brings with it enthusiasm and a readiness to see results in the light of this enthusiasm. A new program requires the education of the participants in the facts and the language of the particular field.

Library Careers has brought creative, public relations ideas into the library world of the twelve county area it covers. Many librarians have been slow to acknowledge the need for help, the effectiveness of new promotional methods and in effect have been more the "destroyers of the instrument" than the buoyant sounding boards against which the public relations can effectively operate.

Effectiveness? The Library Careers has been talked about. Many more applicants have besieged our library in the past year, at the less than professional level. This may be the result of Library Careers work, or the effect of a new building nearing completion.

The brochures and other promotional efforts have been of high quality.

A second year should bring a more appreciative attitude from librarians whose profession you seek to serve, and a tempering of the "slick sophistication" which seemed apparent during the first year.

General suggestions toward a second year approach were discussed at your meeting held on August 15th.

Sincerely,

Sarah Cody
Director

SIC/r

Exhibit 57